

## Message Text

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ACTION EB-07

INFO OCT-01 EA-09 ISO-00 COME-00 MMO-04 ABF-01 /022 W

----- 055865

R 140100Z APR 76

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 9138

UNCLAS TAIPEI 2367

PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: COUNTRY COMMERCIAL PROGRAM: PRELIMINARY INPUTS FY-78

REF: STATE 054879

A. THE FOLLOWING IS LIST OF POST RECOMMENDATIONS FOR CAMPAIGNS  
AND NON-CAMPAIGN ACITIVITIES FOR FY'78 AS REQUESTED BY REFTEL:

1. INCREASE EXPORTS OF U.S. METALWORKING AND FINISHING  
EQUIPMENT. (PRIORITY NO. 1)

2. INCREASE EXPORTS OF U.S. MACHINE TOOL. (PRIORITY NO. 2)  
THE ABOVE TWO CAMPAIGNS ARE IN RESPONSE TO GROWING  
METALWORKING AND MACHINE MANUFACTURING INDUSTRIES IN THE  
ROC. THE GROWTH OF THESE INDUSTRIES IS EXPECTED TO INCREASE  
AS THE 6-MILLION TON PER YEAR INTEGRATED STEEL MILL BEGINS  
OPERATION IN LATE 1977.

3. INCREASE EXPORTS OF ELECTRONICS INDUSTRY PRODUCTION  
AND TEST EQUIPMENT. (PRIORITY NO. 3)  
THIS CAMPAIGN IS IN SUPPORT OF TRADE CENTER SHOW  
PROPOSED FOR FY'78. AS ROC'S SECOND LARGEST FOREIGN  
EXCHANGE EARNER, THE ELECTRONICS INDUSTRY HAS  
TRADITIONALLY BEEN A STRONG MARKET FOR U.S. MANUFACTURED  
COMPONENTS AND IS INCREASINGLY BECOMING A STRONG MARKET  
FOR U.S. COMPONENT PRODUCTION AND TEST EQUIPMENT.

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4. INCREASE EXPORTS OF COMPUTERS, MINI-COMPUTERS AND

PROCESSING EQUIPMENT. (PRIORITY NO. 5)  
THIS CAMPAIGN IS IN SUPPORT OF PROPOSED ALTERNATE  
SPECIALIZED EXHIBITION BY THE TRADE CENTER.

5. INCREASE EXPORTS OF BUILDING EQUIPMENT AND MATERIALS.  
(PRIORITY NO. 4)  
IN FOLLOW-UP TO THE CONSTRUCTION '76 SHOW, THE COMMERCIAL  
SECTION PLANS TO EXPAND ITS ACTIVITIES WITH LOCAL  
CONTRACTORS AND RELEVANT GOVERNMENT AGENCIES TO STIMULATE  
INTEREST IN U.S. BUILDING EQUIPMENT AND MATERIALS.

6. ASSIST LOCAL GOVERNMENT AGENCIES IN THEIR EFFORTS  
TO UPGRADE THE TECHNOLOGY OF SMALL/MEDIUM SIZE  
INDUSTRIES. (PRIORITY NO. 6)  
THE INTENT OF THIS CAMPAIGN IS TO INTRODUCE NEW  
TECHNOLOGY, STRENGTHEN TRAINING AND MANAGEMENT  
TECHNIQUES, AND ASSIST MANUFACTURERS IN OBTAINING  
LOANS FOR NEW MACHINERY AND EXPANSION. IT WILL ALSO  
INVOLVE FAMILIARIZATION WITH EXIM BANK SUPPLIER  
PROCEDURES.

7. INCREASE EXPORTS OF INDUSTRIAL HEATING AND COOLING  
EQUIPMENT. (PRIORITY NO. 7)

8. INCREASE EXPORTS OF PETROCHEMICAL AND CHEMICAL  
PRODUCTION EQUIPMENT. (PRIORITY NO. 8)

9. INCREASE EXPORTS OF FLUID POWER EQUIPMENT. (PRIORITY NO. 10)  
THE ABOVE THREE CAMPAIGNS INVOLVE LARGE TICKET ITEMS;  
AS THE ROC CONTINUES TO INCREASE ITS CAPITAL-INTENSIVE  
INDUSTRIES, THE NEED FOR ABOVE EQUIPMENT AND TECHNOLOGY  
WILL GROW.

10. NON-CAMPAIGN ACTIVITY: TRADE MISSION SUPPORT.  
(PRIORITY NO. 9)  
POST PLANS TO HANDLE A MINIMUM OF TWO IOGA TRADE MISSIONS  
AND TWO SPECIALIZED TRADE MISSIONS IN FY'78.

11. NON-CAMPAIGN ACTIVITY: TRADE NEGOTIATIONS. (PRIORITY NO. 11)  
STAFF TIME WILL BE SPENT IN TEXTILE NEGOTIATIONS AND  
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OTHER "ORDERLY MARKET AGREEMENTS" UNDER 1974 TRADE ACT.

12. NON-CAMPAIGN ACTIVITY: REVERSE TRADE MISSIONS.  
(PRIORITY NO. 12)  
POST PLANS TO ORGANIZE 6 GROUPS OF CHINESE BUSINESSMEN  
TO ATTEND MAJOR TRADE SHOWS AND EXHIBITIONS IN THE U.S.

B. SUMMARY OF PERSONNEL AND FINANCIAL RESOURCES RECOMMENDED

FOR SUPPORT OF FY-78 CCP ACTIVITIES ARE AS FOLLOWS:

1. CAMPAIGN ACTIVITIES -

FSO/R - 303 MAN-DAYS

FSL/P - 475 "

FSS - 135 "

FSL/C - 300 "

2. NON-CAMPAIGN ACTIVITIES -

FSO/R - 907 MAN-DAYS

FSL/P - 845 "

FSS - 360 "

FSL/C - 360 "

3. FINANCIAL RESOURCES FOR CAMPAIGN ACTIVITIES -

TRAVEL - \$1,010.00

REPRESENTATION - 580.00

CONTRACT SERVICES - 275.00

MISCELLANEOUS - 490.00

4. FINANCIAL RESOURCES FOR NON-CAMPAIGN ACTIVITIES -

TRAVEL - \$1,770.00

REPRESENTATION - 1,050.00

CONTRACT SERVICES - 6,500.00

MISCELLANEOUS - 5,980.00

C. DETAILED CHARTS OF BREAKDOWN OF PERSONNEL AND FINANCIAL  
RESOURCES AIRPOUCHED USDOC/MARGARET KELLERHER ON APRIL 14.  
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**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 14 APR 1976  
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**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
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**To:** STATE  
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